

Torrance Herald



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LOMITA SO. CAL. GARDEN SPOT

AN OPPORTUNITY-FILLED COMMUNITY FOR PROGRESSIVE PEOPLE OF MODERATE MEANS

Town and District Banner Vegetable Region of Southern California. A Paradise for Poultry, the Home of the Orange, the Lemon, the One to Five-Acre Farm, and of Health, Success and Happiness.

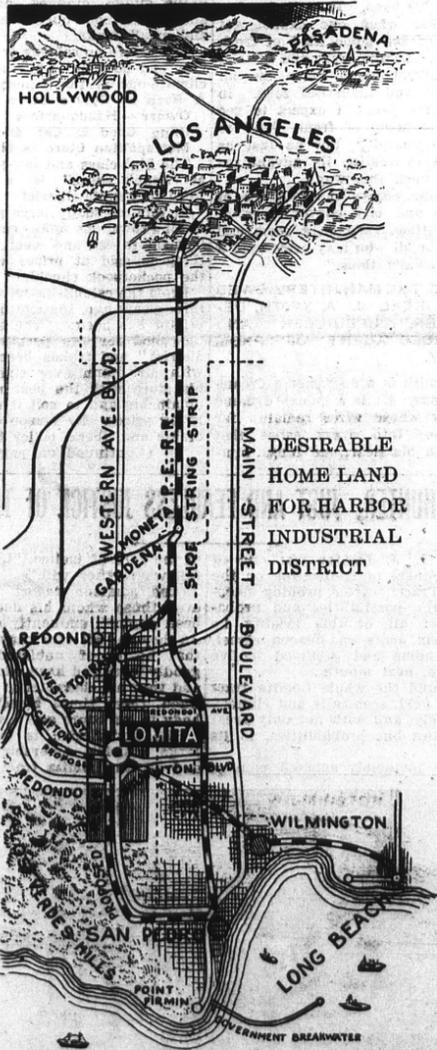
By F. WILLIAM ELLIS.

Distant Reader:

If you are heart-sore over the climatically cruel conditions you now live in, or over its cramped conditions, or over its hampered economic conditions, where you have fought for

success in vain, or if you or yours are in poor health, or if you have only moderate means, pray read the following fist-full of heartening facts.

Come to Southern California, look over its most promising rural communities well, then come to the Lomita tract, critically compare it with those you have inspected, that's all we ask. Do this, and in all probability you'll locate here. And if you do, you and yours will know the joy of living as never before, as this is a region of landscape loveliness and unshackled opportunities, of an exquisite, health-giving and health-keeping climate, and of whole-hearted sociability.



DESIRABLE HOME LAND FOR HARBOR INDUSTRIAL DISTRICT

Sit down now please, feast and digest the detailed facts we spread before you—facts which are incontestable and which challenge the most searching scrutiny.

The Herald will treat on both Lomita town and tract in the same sketch, as they, like the billows, are separate, as they, like the ocean, are one.

LOMITA TOWN

Most Modern and Promising Hamlet in Our Southland

Lomita is a lusty civic child of marked and growing commercial activity, and with an assured bright future.

Population

Living in prosperous contentment in the town of Lomita and within the one mile square enframing it are some 2000 intelligent, refined, progressive, self-supporting, self-respecting people. Fully 90 per cent of its people are American citizens. And no colored people are here.

Lomita's Props of Prosperity Its props of prosperity are, mostly, from one to five-acre farms. An acre farm here means more than a self-supporting home. It means pin money for the children who tend it. It means several new bonnets for your wife. It solves the high-cost-of-living problem.

Lomita Valley is two and one-half miles wide and three miles long.

Products

Truck gardening is the most strongly emphasized pursuit in the district. Lettuce, cabbage and early

and late tomatoes grow in great profusion. Not less than 100 cars of lettuce will be shipped East this very year. About thirty cars of tomatoes was the output last year. And the yearly cabbage production is about ten cars.

All kinds of garden products flourish round about, ditto of all kinds of berries and small fruits.

They specialize here in early tomatoes and winter lettuce, both of which are marketed from two to six weeks earlier than those grown in any other California community.

This is admittedly the banner berry and small fruit district of our Southland. Peaches, pears, plums, apples and nectarines and citrus fruit thrive here, too.

Markets

Practically all of our lettuce, tomatoes and cabbages are shipped to New York, Chicago and other cities of the East. San Pedro, Los Angeles and Long Beach are eager and profitable markets for some of our products.

Every Idle Acre Could Be Cultivated Every virgin acre in the valley would bountifully respond in crops to the touch of water and the hoe.

The foothills would yield gratifying returns to innumerable poultry raisers and to citrus fruit growers. In fact, the whole district is in the infancy of its development, but has a goodly start towards its destiny. Nothing can stay its progress now. Its peerless opportunities will surely and swiftly be pre-empted, hence its 3000 population today is destined to multiply into many thousands more as soon

as the eyes of intending investors and settlers are focused upon it. It is now the nearest available opportunity-filled field to Los Angeles for cheap land for truck farmers, poultry raisers and fruit growers.

Public Improvements in Town Probably no town as small as Lomita has as many modern civic improvements. Cement sidewalks are in the business district.

New \$40,000 Public School The glory of Lomita is its new \$40,000 modern brick public school. This is a part of the public school system of Los Angeles and hence it is in every way on a par with the public schools in that metropolis.

In its Home Economic Department it has two buildings, one for cooking and for sewing, the other a dining room and kitchen, finished in white enamel and electrically equipped. Sloyd, a new kindergarten auditorium containing a booth for picture machines, an auditorium, detached, seating 250, and one of the best nature study rooms (science laboratory) all the Los Angeles school district. In this room is a remarkable collection for the year's work.

Everything is taught here from the kindergarten up to and through the high school grades, and its pupils can attend any Los Angeles public school.

Mrs. E. M. Field, for many years an educator in Los Angeles public schools, is principal. The teaching force is nine highly efficient instructors.

New Paved State Highway Through Tract

The Western Avenue Boulevard, from Hollywood southward to the sea, one of California's greatest paved highways, traverses the town and district. And as an evidence of the public spirit of this people they have already paved the two and one-half that was allotted them to do, at an expenditure to them of \$18,000.

As multitudes of automobiles will travel over this boulevard, when completed, it will of course give a great impetus to the growth of the town and district.

This new highway will put the heart of this district within two and one-half miles of Torrance, within five miles of San Pedro, and will enable our small truck farmers to put their fresh produce into Los An-

geles in one hour's time and put direct from grower to consumer.

Town and Vicinity Soon Will Have

5000 People

The undeveloped resources behind the town and the resident and industrial opportunities that it itself holds out, justify the forecast that it will (Continued on next page)

EXTEND A WELCOME TO LOMITA, OUR SISTER COMMUNITY

Thomas D. Campbell & Co., exclusive agents for all Torrance properties, are instituting an active campaign for the sale of Lomita acres, ranches and homes. Mr. W. P. Boyce has been placed in charge of this department of the Torrance office of Thomas D. Campbell & Co., and will give his entire time and attention to Lomita and Harbor District holdings.

"We feel that Lomita and Torrance interests are identical," said John S. Daggett, manager of the Torrance office of this company yesterday. "This company has made every effort to secure the improvement of the road to Lomita and the highway to Redondo. A big, healthy, thriving community will be established in all the territory lying between Wilmington and Redondo and the interests of this territory call for cooperation, loyalty and good faith. Every factory established in Torrance means more homes for Lomita, Gardena and other sections of this Harbor District. Homes are the real fruit trees of our orchard and smudge pots should not be necessary to avoid a frost. The whole section is to grow steadily together as brothers and sisters of one big family and I hope that our neighbors of Lomita and Gardena will understand that the Torrance owners and agents have nought but the most friendly spirit in this situation."

A WOMAN DID IT Shooting from the 16-yard mark over the traps of the Montgomery County Club, Mrs. Adolph Toppervien's broke 1952 out of 2000 targets and also broke the world's record for continuous shooting. She finished the program in 5 hours and 20 minutes.

Leave it to the women if you want a good stove or satisfactory paint. They will say, Go to "Hardware Reeve."

CITIZENS' ENDORSEMENT

We, the undersigned, have heard the reading of the sketch on the advantages of living and investing in and around Lomita, to be published in the regular and a special edition of The Torrance Herald, and to be circulated broadcast, and we believe it a faithful, reliable and impartial exhibit of our resources and prospects.

E. Henricks, President Lomita Civic Society; J. A. Smith, Master Community Builder; Geo. W. Towne, President Water Co. No. 2; W. A. Renn, proprietor of Lomita's largest store; J. E. Chandler, large melon and lettuce grower; B. J. Gannon, President Water Co. No. 3; J. L. Luck, Treasurer Water Co. No. 3, and prosperous farmer; O. W. Thistle, successful merchant; C. F. Mathers, large poultry raiser; John M. Archer, President Water Co. No. 4; J. H. Pickering, first settler on tract; Charles M. Smith, postmaster, merchant and reliable real estate dealer.

Greetings To Lomita

WE SEND most cordial greetings to our neighbor community—LOMITA, and extend a most hearty welcome to come to Torrance to every resident of this progressive district, one of the very best in all Southern California.

We are proud of the wonderful progress you have made in so short a time, of the prosperous homes you have built, of the splendid records of production you have made, of the high standing of your citizenry.

We esteem it a great good fortune to have as neighbors such a progressive community, a class of people of such high intelligence, of such splendid virtues as citizens and neighbors and friends, and we trust that better means of communication may soon permit a still better acquaintance with every resident of this progressive district.

We wish you all prosperity and all happiness during nineteen-seventeen.

Sincerely yours,

- Anderson Dry Goods Co.
- Dolley Drug Co., The Rexall Store
- Colonial Restaurant, C. A. Broadway, Prop.
- J. S. Lancaster, M. D.
- Hardware Reeve
- Consolidated Lumber Co.
- Torrance Garage
- Myrtle Apartments
- The First National Bank
- Thomas D. Campbell & Co.
- Torrance Market, I. Jones
- J. H. Fess
- Dr. Norman A. Leake
- The Torrance Herald

J. A. Smith, Lomita Pioneer Persistent Booster and Builder

WHAT J. A. SMITH THINKS ABOUT LOMITA AND WHAT THE HERALD THINKS ABOUT HIM—MASTER BUILDER OF LOMITA, ARIZONA COPPER MINE OWNER When—J. A. Smith, pioneer, the Lomita Tract agent, who is recognized as standard authority on its



Home of J. A. Smith

Photo by E. Henricks

resources and capabilities, was asked "What individual instances can you cite of the chances for success on one of Lomita's small farms?" Mr. Smith, with refreshing candor, replied: "A man came here six years ago, bought an acre, paid \$10 down and \$10 per month on it. He now has it in bearing fruit trees, has a modern, five-room cottage on it, has borne his part of the expense of macadamizing the street the house

faces, and now his property is easily worth \$3,000. This man is Mr. W. M. Hotzel."

"Seven years ago, a small, slight man upwards of 50 years old then, came here and paid down \$150 on an acre of ground, and made small subsequent payments until he pocketed the deed to it. He had previously

(Continued on page 2)

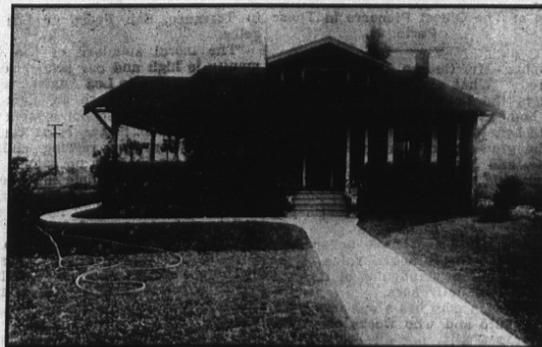
W. A. Renn, Proprietor First and Largest Store in Lomita

Interview with W. A. Renn, Proprietor of Lomita's Largest Store, a Successful Merchant and a Brisk Booster for His Home Town and District.

When W. A. Renn was asked, "What can The Herald quote you as saying about Lomita district and town?" Mr. Renn, with twinkling eye, shot forth this answer:

intelligent cultivation of our soil was the secret of their success.

"In winter here one don't have to hibernate like a bear, one can enjoy outdoor sports every month in the year. Npr is our summer's sun hot enough to boil an egg. Our's is a uniformly comfortable climate, and opportunities here for getting ahead in the world by means of truck farming, fruit growing and chicken raising, are



Home of W. A. Renn

Photo by E. Henricks

"Well, I'm here and I propose to stay here until I find some better place, and there's none better this side of the 'pearly gates,' that's my answer." Continuing, he said: "Our district is the natural home for the man of moderate means. I don't believe that there is any land as productive as ours in the entire state that is as cheap as ours. Nearly all of our ranchers are in independent circumstances, and most of them came here with little or no capital. The

as good as our climate. "Our land owners and real estate men make it easy for one to buy from a one to a five-acre ranch home here. "One could not find a more moral, sociable and progressive people to live among than ours. They are just the kind one likes for neighbors and friends and to do business with. Say for me, in The Herald, to those in cruelly cold climates, that they better come here and thaw out, buy a little (Continued on next page)

HERALD PRESENTS REVIEW LOMITA DISTRICT

In this issue The Herald presents a most interesting pen and picture review of our progressive neighbor community of Lomita written by a fluent and interpretative-writer of much experience in this line of work. We believe the benefit of a review of this kind is as much in the better understanding it gives the home people of their own community and people as in the wider publicity given the com-

munity and the influence of such an edition in helping to induce people in other places to locate in the district so well portrayed.

We are planning to issue before long our second annual review of Torrance, in the same spirit and by the same writer, and will make this a yearly event.

We believe this year, by profiting from the experience of the first annual, to give this year's issue a better distribution and thereby derive still greater benefits from this annual number of the Torrance Herald.